

D 90523

Name.....

Reg. No.....

**FOURTH SEMESTER B.B.A., LL.B. (HONOURS) DEGREE EXAMINATION
NOVEMBER 2020**

B.B.A., LL.B.

CM 14—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

Part A

*Write short answer to any six questions.
All questions carry equal marks.*

- | | |
|----------------------------|-----------------------------|
| 1. The Production Concept. | 2. Internal Marketing. |
| 3. Style. | 4. Personal Selling. |
| 5. Product Positioning. | 6. Market Skimming Pricing. |
| 7. Social Media Marketing. | 8. Media Planning. |

(6 × 5 = 30 marks)

Part B

*Answer any two questions.
All questions carry equal marks.*

9. Define Branding. Explain different types of branding with examples.
10. What are the different stages in Product life cycle and explain different marketing strategies adopted for each stage ?
11. "Sales Promotion is important both for manufacturer and consumers". Explain how ?

(2 × 10 = 20 marks)

Part C

*Answer any two questions.
All questions carry equal marks.*

12. What you mean by marketing mix ? Explain marketing mix elements and its importance in marketing management.
13. Explain different types of Print and Electronic advertising media with its merits and demerits.
14. Discuss the important market factors affecting choice of channel of distribution and elucidate different types of distribution channels.

(2 × 12½ = 25 marks)

Marketing Management Questions Papers

Huangqi Zhang



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Marketing Management Nquestions Papers Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has be much more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Marketing Management Nquestions Papers**," written by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve in to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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